

TASK FOR DAY 1

Project: ROCKET SEATER FURNITURE

Step 1: Choose Your Marketplace Type

❖ Choice : General-E-Commerce

❖ Primary Purpose :

The primary purpose of general e-commerce is to facilitate the buying and selling of goods and services online, connecting businesses and consumers in a convenient, efficient, and accessible way.

Key objectives include:

- ❖ Allow customers to shop anytime and anywhere without physical constraints.
- ❖ Enable businesses to reach a global audience beyond local markets.
- ❖ Reduce operational costs for businesses by eliminating the need for physical storefronts and streamlining processes like inventory management and payment.
- ❖ Provide personalized shopping experiences through data analysis, tailored recommendations, and targeted marketing.
- ❖ Offer a broad selection of products and services in one platform, making it easy for consumers to compare and choose.
- ❖ Allow businesses to expand their operations with minimal incremental costs.
- ❖ Simplify purchasing, payment, and delivery processes for a smooth customer experience.
- ❖ Enable businesses to gather customer insights and behavior data to refine strategies and improve offerings.

Step 2: Define Your Business Goals

1. What problem does your marketplace aim to solve?

The General-E-Commerce marketplace aims to solve the problem of limited access to a wide variety of customizable and premium-quality furniture

options for customers. It also addresses the complexity of finding the perfect combination of sofas, tables, and other furniture pieces that suit both functional and aesthetic requirements. Many customers struggle to find convenient platforms that offer comprehensive solutions for home or office furniture shopping, with tailored options for design and customization.

2. Who is your target audience?

My target audience includes:

- ❖ Homeowners looking to furnish or upgrade their living spaces.
- ❖ Office managers or business owners who need stylish yet functional office furniture
- ❖ Interior designers who require a versatile selection of furniture for their clients.
- ❖ Online furniture shoppers who prefer the convenience of browsing, customizing, and purchasing from a single platform.

3. What products or services will you offer?

Our marketplace will offer:

Furniture Products:

- ❖ Single sofas, double-seater sofas, Asgaard sofas.
- ❖ Various types of tables (coffee tables, bar tables, office desks, dining tables).
- ❖ Stools and additional seating solutions.

Customization Services:

- ❖ Options for color, material, and size adjustments.
- ❖ Design consultation and customization requests.
- ❖ Home and Office Furniture Packages that allow customers to choose curated sets.

What will set your marketplace apart (e.g., speed, affordability, customization)?

- ❖ **Customization:** A key differentiator will be offering extensive customization options, allowing customers to choose everything from color, material, and size to shape and functionality.
- ❖ **Quality & Variety:** We will provide a curated collection of premium-quality products across different categories that offer variety without compromising on design and comfort.
- ❖ **Fast Delivery:** Quick and reliable shipping services, ensuring customers receive their orders on time.
- ❖ **User Experience:** A smooth, intuitive online shopping experience with easy navigation, customization tools, and a streamlined checkout process.
- ❖ **Affordable Prices:** Competitive pricing models without compromising product quality or customization features.

Step 3: Create a Data Schema

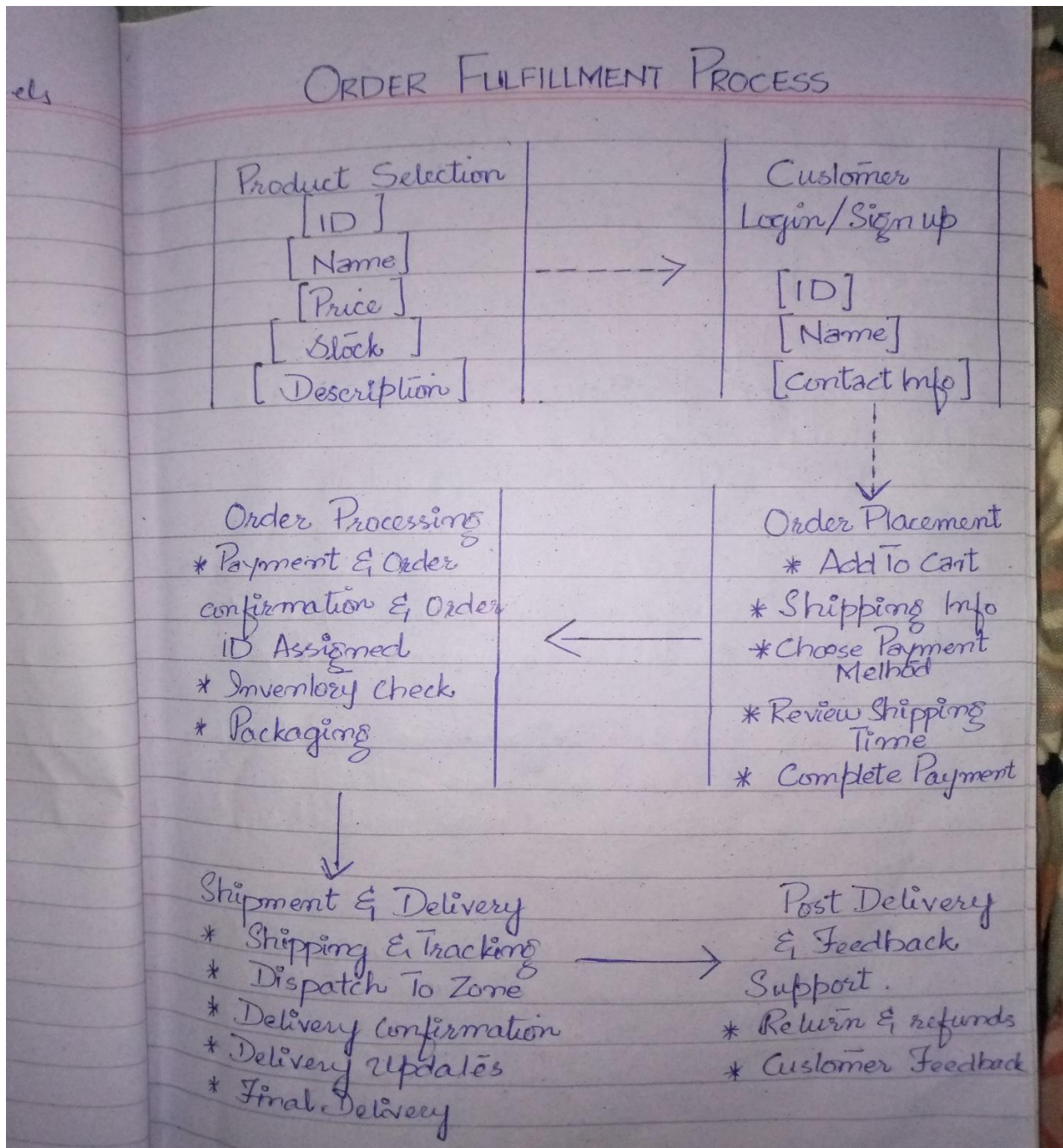
1) Identify entities in your marketplace:

Entities in my marketplace include:

- **Product:** The individual items available for sale, such as sofas, tables, stools, etc.
 - **Fields:** Id, Name, Price, Description, Image URL, Stock.
- **Order:** An order placed by a customer, which includes details such as product selection, quantity, and shipping address.
 - **Fields:** Order Id, Customer Id, Product Id, Total Price, Image URL, Payment Method
- **Customer:** A user who places orders on the platform, providing details like name, contact information, and shipping preferences.
 - **Fields:** Customer Id, Name, Email, Total Price, Address {Billing & Shipment}
- **Delivery Zone:** The geographical area where deliveries are made. Each zone may have specific shipping rules or drivers assigned.

- **Fields:** Zone Id, Zone Name, City, Delivery charges
- **Shipment:** Details regarding the shipment, including status, tracking, and delivery dates.
 - **Fields:** Shipping Address, Shipping Method, Estimated Delivery Time, Carrier Information, Status, Tracking Id

2) Draw Relationship Between These Entities (Schema Diagram):



Relationship Between These Entities (Schema Diagram):

[Product]

- ID
- Name
- Price
- Stock
- |
- |

[Order] -----> [Customer]

- Order ID - Customer ID
- Product ID - Name
- Quantity - Contact Info
- Shipping Info
- |
- |

[Shipment] <----- [Delivery Zone]

- Shipment ID - Zone Name
- Order ID - Coverage Area
- Status - Assigned Driver

Prepared By

SABIHA SULTANA